



South Central Rural Telephone

Cooperative Corporation, Inc.

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FEB 4 2013

PUBLIC SERVICE
COMMISSION

January 30, 2013

Mr. Jeff Derouen, Executive Director
Kentucky Public Service Commission
P. O. Box 615
Frankfort, KY 40602-0615

RE: PSC Administrative Case No. 2012-00129

Please find enclosed the original and four (4) copies of South Central Rural Telephone Cooperative's and its CLEC, South Central Telcom's, response to the Commission's December 17, 2012 Order requesting proposed customer education plans in the above administrative proceeding to overlay the 270 NPA with the new 364 NPA.

Should you have any questions on this issue, please don't hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'David R. Davis', is written over a white background.

David R. Davis
General Manager, COO

DRD:dcb
Enclosures

**COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION**

In the Matter of:

RELIEF OF THE 270)	PSC ADMINISTRATIVE
NUMBERING PLAN AREA)	CASE NO. 2012-00129

**DUO COUNTY TELEPHONE COOPERATIVE'S PROPOSED
CONSUMER EDUCATION OF THE NEW 364 AREA CODE OVERLAY
IN THE COMMISSION'S ORDER DATED DECEMBER 17, 2012**

Consumer Education:

South Central Rural Telephone Cooperative and its CLEC, South Central Telcom, LLC., customers should get significant exposure to the larger LECs' regional and statewide advertisements on the new 364 area code overlay plan. To supplement these statewide consumer education programs South Central Rural Telephone Cooperative and its CLEC, South Central Telcom's, proposed education plan consists of two informational campaigns involving bill message inserts, posting information on our web site, business office posters and public service announcements using local media. These informational campaigns will provide customers with information concerning the imminent change in dialing arrangements for the existing and new area code region as well as information relating to the overlay plan and its impact on customers. In addition, customers with key or PBX systems will be notified directly should it be determined that the overlay will impact their service.

The initial campaign will begin simultaneously with the implementation of the six-month permissive 10 digit dialing on August 3, 2013 and the final campaign will begin approximately one month prior to the implementation of mandatory 10-digit dialing on February 1, 2014.

The customer education plan as outlined above will be adjusted as needed based on assessment of the effectiveness of its customer outreach during the transition period.

Respectfully submitted,



David R. Davis
General Manager, COO
South Central Rural Telephone Coop. Corp., Inc.
P. O. Box 159
Glasgow, KY 42141
CEO
South Central Telcom, LLC
P.O. Box 159
Glasgow, KY 42141